Virtual White Coat Ceremonies

A webinar on holding an iconic ritual emphasizing humanism in medicine in an age of physical distancing
Agenda

1. Welcome remarks: Geoffrey H. Young, PhD, Senior Director, Student Affairs and Programs (AAMC) and Brandon J. Hunter, Director of Student Affairs (AAMC)

2. Introductory remarks: David J. Skorton, MD, President & CEO, Association of American Medical Colleges (AAMC)

3. A brief history of White Coat Ceremonies: Louisa Tvito, Director, Gold Humanism Honor Society, Director, Program Initiatives (Gold Foundation)

4. Conducting a WCC virtually during the time of COVID-19 -- what we hope to accomplish and learn.
   - Our toolkit: what already exists?
   - Tips for planning
   - Maintaining traditions during a virtual ceremony
   - Keynotes and speakers
   - Reciting the oath
   - After the ceremony

5. Closing remarks: Richard I. Levin, MD, President & CEO, The Arnold P. Gold Foundation
Welcome from AAMC Staff

Geoffrey H. Young, Ph.D.
Senior Director, Student Affairs and Programs
Association of American Medical Colleges

Brandon J. Hunter
Director of Student Affairs
Association of American Medical Colleges
Introductory remarks

David J. Skorton, MD
President and CEO
Association of American Medical Colleges (AAMC)
Joining you today

Elizabeth Cleek, PsyD
Chief Operating Officer, Senior Vice President
The Arnold P. Gold Foundation

Louisa Tvito, MSW
Director, Gold Humanism Honor Society
Director, Program Initiatives
The Arnold P. Gold Foundation

Gwen Tundermann, MPA
Grants/Programs Manager
The Arnold P. Gold Foundation
A brief history of White Coat Ceremonies

The Gold Foundation instituted the White Coat Ceremony as a way to emphasize humanism in medicine at the very start of medical education.

The first White Coat Ceremony took place in 1993 at Columbia University.

Today, a White Coat Ceremony or similar ritual takes place at 99% of AAMC-accredited schools of medicine in the U.S., plus 360 schools of nursing and medical schools in 19 other countries.
Conducting a virtual White Coat Ceremony

• Is it possible to conduct an event that feels ceremonial and maintains the traditions of a White Coat Ceremony virtually?

• The importance of the message behind the ritual of cloaking: placing human interests, values and dignity at the core of teaching and practice.
White Coat Ceremony toolkit

Press release template (Word doc)
Template with to fill in for your specific school to encourage media coverage.

White Coat Ceremony slides (PPT)
Available slides to incorporate into your ceremony
Keynote address video

Vivek Murthy, MD
19th U.S. Surgeon General
2020 Vilcek-Gold Award for Humanism in Healthcare honoree
Best-selling author of *Together: The Healing Power of Human Connection in a Sometimes Lonely World*

A prerecorded keynote address from Dr. Murthy will be available in mid-July, with introductions by Dr. Skorton of the AAMC, Dr. Vilcek of the Vilcek Foundation, and Dr. Levin of the Gold Foundation.
Virtual White Coat Ceremony program

• Possible formats: Webpage, PDF (can be downloaded, printed, saved)

• Content:
  o Order of events
  o Names of all speakers/ leadership and short bios
  o Student roster
  o Full oath text
  o “Thank You” page for alumni supporters and other contributors

  o The Gold Foundation will be creating a template, likely in InDesign, that can be saved as a PDF. If you have a format preference, please let us know!
Other parts of the White Coat Ceremony

Pocket card (PDF)
This card traditionally accompanies the Gold Foundation humanism pin and is placed in the pocket of the white coat.

Gold Foundation pin
This pin is traditionally pinned to each student’s white coat, and represents the critical bond between patients and clinicians.
Tips for planning a virtual White Coat Ceremony

• Timeline for planning
• What platform will you use?
  o Understanding the capacity of your video platform
  o Technical logistics
  o Having an IT person on-hand
  o Muting, spotlighting
• What time of day works best to hold your ceremony?
• Registering for the event
• Communication efforts
• Keynotes and faculty speakers
• Following up after the ceremony
Maintaining the traditions of a White Coat Ceremony

- Cloaking and Pinning
- Reciting the oath
- Recognition of Students
- Remarks from Faculty
- Inclusion of Family and Friends
Closing Remarks

Richard I. Levin, MD
President and CEO
The Arnold P. Gold Foundation
Your feedback on this webinar is appreciated. A quick survey will pop up in a second. Thank you!

For more resources, please visit www.gold-foundation.org.